

# AN INVESTMENT *you can taste*

September 2025



*The consumer is changing their relationship with alcohol. Consumers are seeking more of an experience.*

*The Success to any Spirit Brand is to start with an experience that emotionally connects with people.*

*Where Tales Are Born*



One:  
It starts  
with a  
great  
product  
and brand.



A Premium Blood  
Orange & Madagascar  
Vanilla Flavored Rum

- 35 ABV / 70 Proof
- Premium Aged Spirit
- Sourced in Puerto Rico
- Aged in oak, flavored and bottled in the US
- **Bottle Design scored 91 points** in USA Spirit Ratings SF 2025



The consumer is changing their relationship with alcohol. They want to:

**Drink Less and Enjoy More**

# A Pirate Named Bartholomew Scott

We are a brand that is built around a story of a pirate who...

- Only stole rum
- Had an alias Hook Hand
- Flavored the rum he stole to mark it as his
- Blood Orange was his favorite

We will share these stories and offer experiences that are taleworthy. We are after all

*“Where Tales are Born”*



Two:  
It's a  
good time  
for rum.



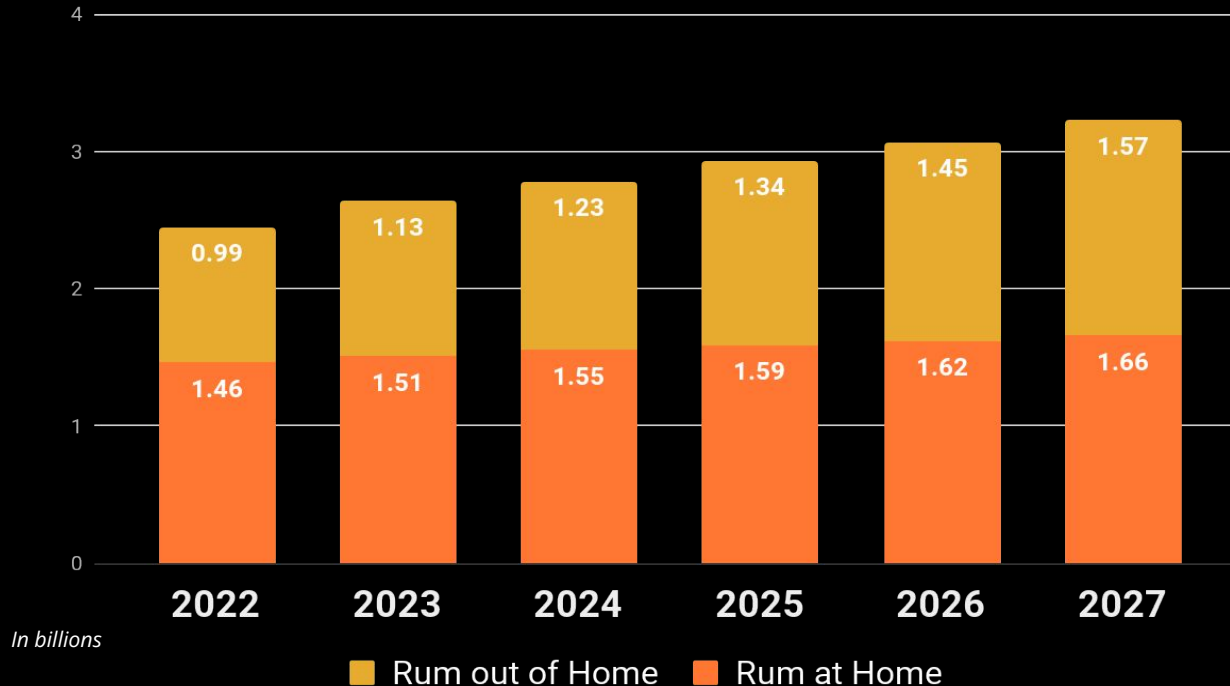
US Rum Consumption  
is Growing

*The growth is on-premise  
with bars and restaurants with a forecasted*

**58% Growth  
by 2027**

# The US Rum Market is \$2.8 Billion

*The category is experiencing growth*



Source: Statista Forecast adjusted for the expected impact of COVID 19 Pandemic Jan 2023

## Rum Drinkers Stats in US

48% will spend \$25 or more a month on Rum

49% drink once a month or more

The top two reasons that Rum Drinkers choose what to drink are **Taste** and **Brand**

Rum Brands are an acquisition target for many suitors, from spirits, vineyards and PE

# Current Press

*And what they are saying is pretty good*

***“Consumers, particularly those in the 25-44 age group, are increasingly seeking high-quality, craft, and aged rums with authentic narratives and distinctive production techniques. This mirrors trends seen in whiskey and tequila.”***

Grand View Research 2025

***“Rum is building momentum in the U.S. market in 2023. The category is currently one of the most steadily growing craft markets and it continues to benefit from several intersecting popularity shifts.”***

Park Street University 2023

***“Among younger consumers, the momentum of craft, spiced, aged and imported premium brands makes for a bright outlook for the segment moving forward. A recent Drizly survey even noted that one-third of respondents were more likely to spend money on rum than whiskey.”***

Global Drinks Intel 2023



# Three: A strong leadership team.



## A Co-Founder Team



**Dan Olson**  
Co-Founder

### **Dan Olson, CEO**

- Strong P&L, forecasting, and budgeting skills.
- Managed US Region for Young & Rubicam and Wunderman. with \$350 million in revenue and \$1 billion in media.
- Branding, loyalty, and membership marketing expertise.
- Past Clients: Diageo, Coke, Disney, Virgin, Hilton, Shell, Jaguar, Land Rover



**Andrew Olson**  
Co-Founder

### **Andrew Olson CRO, CMO**

- Former Bartender and mixologist
- Strong skill set in customer-centric brand building
- SVP Midwest and Western regions for Infillion (digital advertising technology company)
- Manages over \$100 million in media sales
- Subject matter expert in complex media tech targeting using mobile device and digital signals
- Clients include: Fox, Disney, T-Mobile, Monster Energy, Amazon and Nissan.



# Four: A solid business plan.



A Model Designed for Growth and Control



# Distribution

*We are taking a non-traditional approach*

- **Guaranteed distribution** in CA, FL, NY & NJ. Four of the top five consumption markets in the US.
- **We have warehouses in each market** with two each in CA and FL.
- **Full dashboard management** of our entire national business.
- **Ability to work with other distributors** in other states.
- **This relationship gives us more control** than traditional distribution

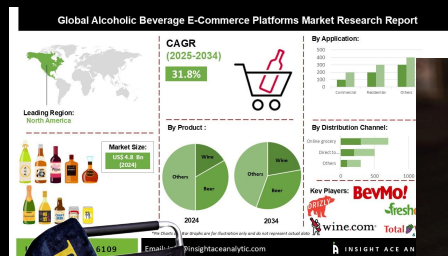


We staff our own sales force through Green Glass Global. Giving us more control on who we sell to and when. We will own all our customer relationships

# A Focus on DTC to Begin

## *Gaining Sustainability Early*

- We have established a partnership with Flaviar to be able to be compliant is selling DTC in 41 states.
  - [hookhandrum.com/rum-shop](https://hookhandrum.com/rum-shop)
  - This channel sells at 4X volume than our traditional channels
- We are expanding our relationship with Flaviar to be included in their ecommerce structure
  - [Flaviar.com](https://Flaviar.com)
  - [Winesearcher.com](https://Winesearcher.com)
  - Flaviar Membership Tasting Club
- We are in dialog with 10 ecommerce retailers for selling online
  - These are CA based ecommerce retailers giving us the 41 states compliance
- We are establishing a partnership with Thirstie to create cocktail kits and collab opportunities to sell Hook hand rum in white label packages
- We are in negotiation on several Collabs and Merchandise products with CMO Partners
- We are building an app for direct connection with our digital and non digital customers



Forecasted Growth in DTC



Flaviar .com



Merchandise

Available States Online



HHR APP

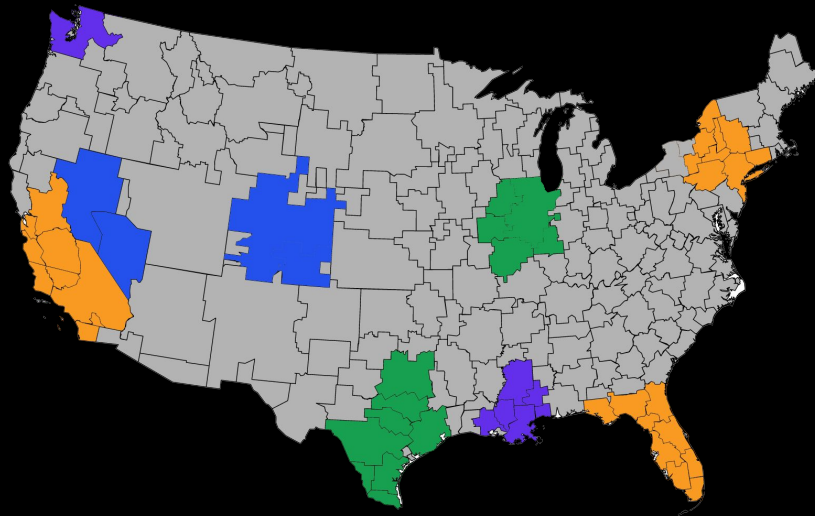
# Our Targets: Designated Market Areas

*The Rum Market in the US is 2.8 Billion*

**Our TAM:** With a Total Accessible Market (TAM) of \$2.8 billion in rum sales and a population of 340 million in the United States, we see significant growth potential. Our objective is to capture 0.05% of this substantial market over the next five years.

**Our SAM:** We are targeting Designated Market Areas (DMAs) within the United States using a top-market strategy. By focusing on DMAs with the highest average rum consumption and largest populations, and initially avoiding controlled states, we concentrate on high-potential regions. These states collectively account for over 50% of US rum consumption, 150 million in population, and 46,000 prospective points of distribution within our targets.

**Our SOM:** Our Serviceable Obtainable Market (SOM) comprises the DMAs where we currently have or plan to have distribution, as detailed in our market forecast. We've secured initial distribution in California, Florida, New York, and New Jersey, and plan to expand to other states as we grow. The SOM encompasses 65 DMAs, representing 127 million people and 28,200 potential on- and off-premise distribution points.



Map of Designated Market Areas  
in United States

# On and Off-Premise Plan

## *A five year plan of success*

We have built our five year forecast with defined sales territories within DMA's looking at the SOM within each DMA.

Two measures of performance:

1. Market penetration: In our forecast we identified locations under four categories, Bars, Restaurants, Liquor Stores and Grocery Stores. We the looked at a percentage of market penetration in a years time. In our first year we forecast to obtain approx 1,000 doors in CA
2. Depletion at retail: The second and most important metric is velocity of depletion. In our first year forecast we anticipate to achieve 6 cases per year per location on average.

**Note:** We have received validation regarding key category market intelligence and early stage sales metrics that are aligned with our premium rum growth thesis per our conversations with the Managing Director emerging brands Gallo Spirits Division. **300 / 400 doors @6 months | 900 / 1K doors @1yr**

The highlighted sections show an anticipated outcome for a Bare Bones first year with only two markets OC & LA and we would still achieved a 535 door result.

First year forecast showing six territories in CA

Distribution Points Year One					
	7.00%	5.00%	7.00%	5.00%	
Bars	Restaurants	Liquor Stores	Grocery Stores	Totals per SP	
	25	21	106	28	179
	32	26	133	35	225
	20	16	83	22	140
	20	16	83	22	140
	19	15	77	20	131
	17	14	70	18	119
	133	109	551	143	936

Cases Sold Per Distribution Point Year One					
6 Average cases purchased by distribution point per year					
Bars	Restaurants	Liquor Stores	Grocery Stores	Totals per SP	
153	125	634	165	1,076	
192	157	796	207	1,353	
119	98	496	129	842	
119	98	496	129	842	
112	91	464	121	788	
101	83	420	109	714	
797	652	3,305	861	5,614	

# Working Case on Sales / Depletions

*We are seeing good depletion rates*

This is a working case study where we looked at three groups of customer types and the average performance over time.

- Early numbers show us delivering at 6 cases per year per location
- This pace will have us at 6,000 cases *in our first year which exceeds our forecast of full funding operations*
- Our numbers prove out that our forecast is at baseline and that **we anticipate exceeding these metrics** once fully funded.

## On-premise

*Average across all locations*

Cases month / cust	<b>.5</b>
Bottles month / cust	<b>3.2</b>

## Off-premise

*Average across all locations*

Cases month / cust	<b>.56</b>
Bottles month / cust	<b>3.5</b>

## Online

*Average across all platforms*

Cases month / cust	<b>2</b>
Bottles month / cust	<b>11</b>

# Where We Will Sit On The Shelf

*We will be among good company*

- At our price point at retail of \$59.99 we will be classified as a premium spirit.\*
- We will be positioned on the shelf with other premium and regional brands.
- Rum buyers tend to buy on brand and taste. \*\*
- We stand out with our bottle design



\* <https://bbbdrinks.com/what-makes-a-premium-spirit/>

\*\*<https://www.thespiritsbusiness.com/2025/03/rum-on-the-rise-quality-shines-through/>



# Five: Original Crew.



## Our Secret Weapon

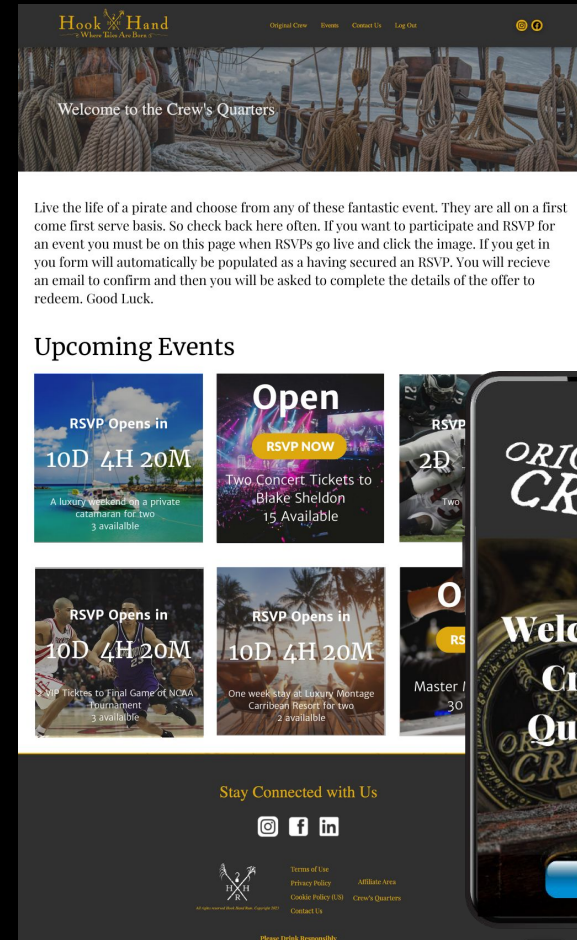
*Creating a strong loyal fanbase*



# A Portal & App for Members

*A promotion engine*

- **Benefits and Adventures:** These will garner newsworthy stories.
- **Incremental Revenue:** Supports company and pays for marketing.
- **Strong Fanbase:** Members will be a fantastic loyal group of customers.



# Three Tiers of Adventure

ORIGINAL  
CREW



**Navigators:** For a **one-time fee of \$1,000**, receive a lifetime membership, a unique numbered coin, and access to VIP events, gifts, discounts, and adventures.



**First Mates:** An **annual fee of \$240** grants access to events, discounts on rum and merchandise, and adventures.



**Swabbies:** The entry-level tier, at **\$120 annually**, offers community access, discounts, and chances for adventures.

At maturity it is forecast for Original Crew to generate 20% of the companies revenue annually.

# Six: A strong exit plan.



## Rum Acquisitions Are Growing

*Buyers are seeking to expand their portfolios*



2023 Brown Forman acquires Diplomatico Rum for \$725 Million

2023 Diageo Acquires Don Papas rum for a combined \$460 Million



2023 InvestBev buys share in Ten To One Rum

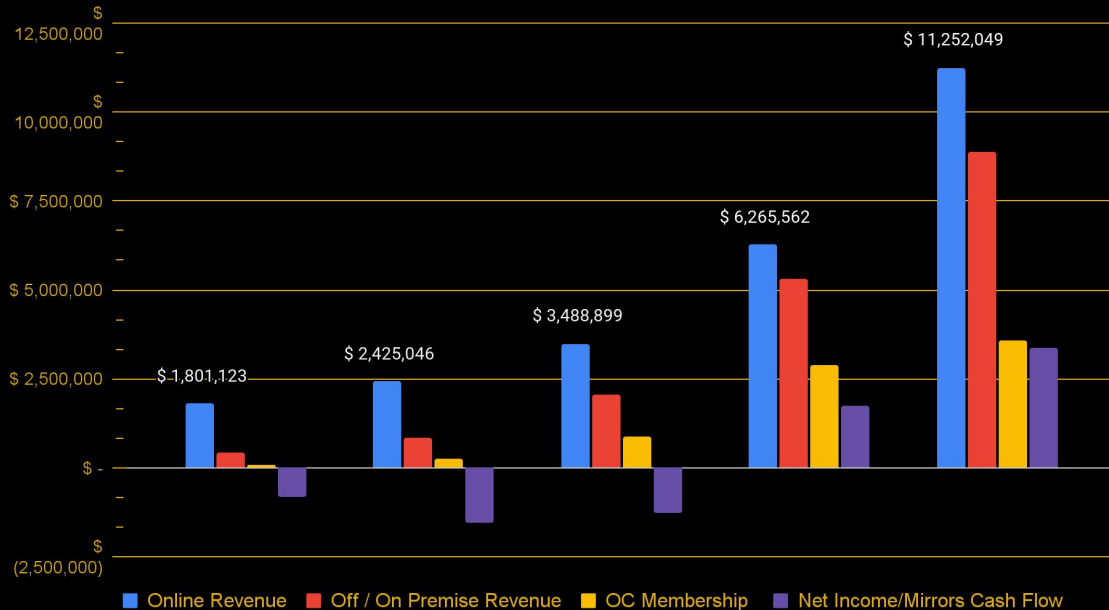
# The Acquisition Landscape is Growing

*More Investment is coming from new sources*

- **Traditional Holding Companies:** As these companies seek to change their portfolios to new lower alcohol brands and more premium regional brands they still hold a strong play.
- **Wineries and Breweries:** With the saturation in wine and beer these companies are seeking ways to diversify their holdings into spirits.
- **Incubators:** While these companies seek to grow start-ups they are also creating investment funds to acquire more mature brands.
- **VC & PE:** These are fewer but they are beginning to show up with cash for acquisition

We are maintaining several relationships with potential acquirers, where we gain from advisement and success metrics that will help us to continue to be viewed as a valued target for acquisition.

# Projections



We are forecasting a need for investment support to get us through the fourth year.

In year four, we anticipate being able to breakeven.

The investment allows us to start production of rum, hire key talent and pay for marketing and advertising in key markets.



# The Ask

*A great opportunity for investment*

## Seed Round

- \$2M on a \$10M post-money valuation via Convertible Note
- Minimum Investment \$50k

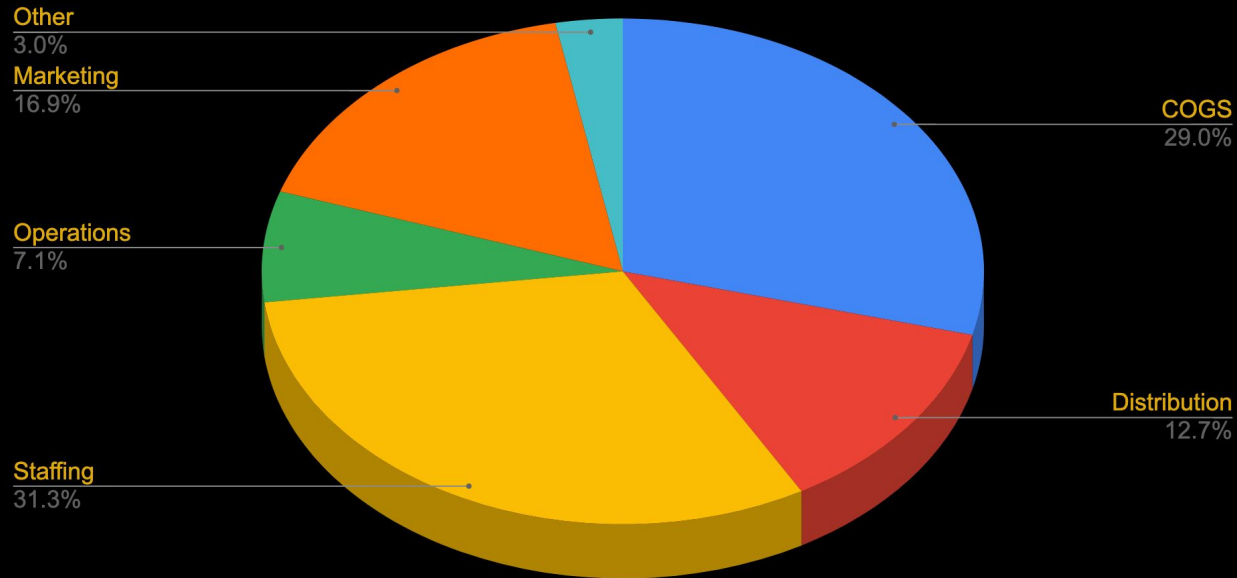
We are seeking investors that can bring advisory and funding support.





# Use of Funds

*Breakdown of Use of Funds over first five years*



# Thank You

**For further inquiry:**

Daniel Olson

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[hookhandrum.com](http://hookhandrum.com)

Based in US



# Appendix

# The Board of Directors and Key Hires

## Board Members



**Pat McGaughan**

M&A / Finance Expert  
Director

Pat McGaughan has been a CFO for several companies from startups to fortune 500. Pat has experience in financing rounds with investors, mergers and acquisitions.



**Scott Olson**

Legal Counsel / Board  
Secretary  
Director

Scott is an attorney and has worked with a host of clients in the spirits industry and cannabis. Scott has supported companies through startup to sale.

## Key Hires Upon Funding



**John Christian**

General Manager Original Crew

John a graduate of USC brings connection and sales experience to our company. John will oversee the initial sales of the Original Crew Membership and then move on to managing the program. John will be a strong asset to Hook Hand Rum.



**Keron Lenz**

Compliance Officer

Keron is a compliance expert and as we operate and grow in the US, Keron will serve to help us in remaining compliant and within the rules of the highly regulated spirits industry.



**Bob McLachlan**

Sales Strategist

Bob is CEO of Green Glass Global and will be hired on to help in setting up national sales teams for both independent and chain locations.

# The Advisory Board

*Our go-to experts*



**Marcos Costas**

*Restaurant Expert*

As the general manager of several OC Restaurants and now owner of Apizza Doho, Marcos brings a strong experience of what the restaurant business is looking for from spirit companies.



**Sinan Kanatsiz**

*PR Expert*

Sinan is CEO of several marketing and PR companies. He is an innovator in the development and growth of start-ups and mid-sized companies.



**Sri Divel**

*Hospitality Expert/Agency Owner*

Sri currently markets and promotes several restaurants and eateries, as well as owning two of her own. Sri brings a strong and deep experience and network in SoCal.



**Todd Bellucci**

*Bartender Strategy Expert*

Todd works as a consultant in both spirits and cannabis. Todd has also served as the CMO for WhistlePig Whiskey.



**Ken Barbour**

*Spirits Industry Expert*

Ken has been instrumental in launching and growing spirit brands in the US and Global Markets. Ken has worked with Opus One, Kobrand, Spring Mountain and Jade Valley.